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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

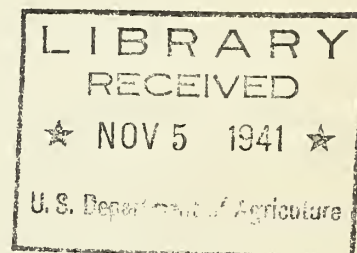
5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands
of other things you need.

8. GUNNAR: That's you . . paying for these things . . money
out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME brings you facts about how to make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here is Donald Montgomery, our Consumers' Counsel.

11. MONTGOMERY: Thank you, , and hello, everyone. Yes, we have lots of information for you today . . not only facts about how to buy the things you need . . but facts about how to use them . . to make them last longer . . to help you get the most service from them.

And here's our inquiring consumer . . a young housewife who always has a lot of questions to ask . . Mrs. Evelyn Freyman.

12. FREYMAN: I have so many questions I don't know where to begin.

13. MONTGOMERY: I'll turn you over to my two consumer reporters . . Nancy and Gunnar. They'll help you out.

14. FREYMAN: Good. Which one of you starts us off?

15. GUNNAR: Here I am.

16. FREYMAN: And what do you have in store for us, Gunnar?
17. GUNNAR: It's getting just chilly enough around here so I thought I'd give you some hints about buying a winter coat . . . to keep you warm this winter.
18. FREYMAN: I'm going to have to buy a coat this winter, and I'd surely like to know how to get my money's worth. In my family, dollars are sort of . . well, scarce this year.
19. GUNNAR: Before I start, let's see what's going on in the Miles family. The coat question seems to be important there, too. (FADE) Mr. and Mrs. Miles are talking about whether Barbara . .
- (PAUSE)
20. FATHER: But Mother, we just bought Barbara a winter coat last year.
21. MOTHER: I know, Harry, but the child has grown so much it doesn't fit anymore.
22. FATHER: I don't believe she's grown that much.
23. MOTHER: Oh, you don't, eh. (CALLING) Barbara.
24. BARBARA: (OFF MIKE) Yes, Mother.

25. MOTHER: Put your winter coat on, dear, and show it to your father.

26. BARBARA: (OFF) All right.

27. FATHER: But, gosh, with prices the way they are . . we have to watch pretty close where our money goes.

28. MOTHER: Well, just look.

29. BARBARA: It's a little small, Dad.

30. FATHER: Yes, I guess you're right, Mother. Barbara certainly has outgrown that coat.

31. MOTHER: I told you.

32. FATHER: Well, when you go shopping, you just be sure you get a coat that's worth what you pay for it - and get one with hem and sleeves you can let out.

(PAUSE)

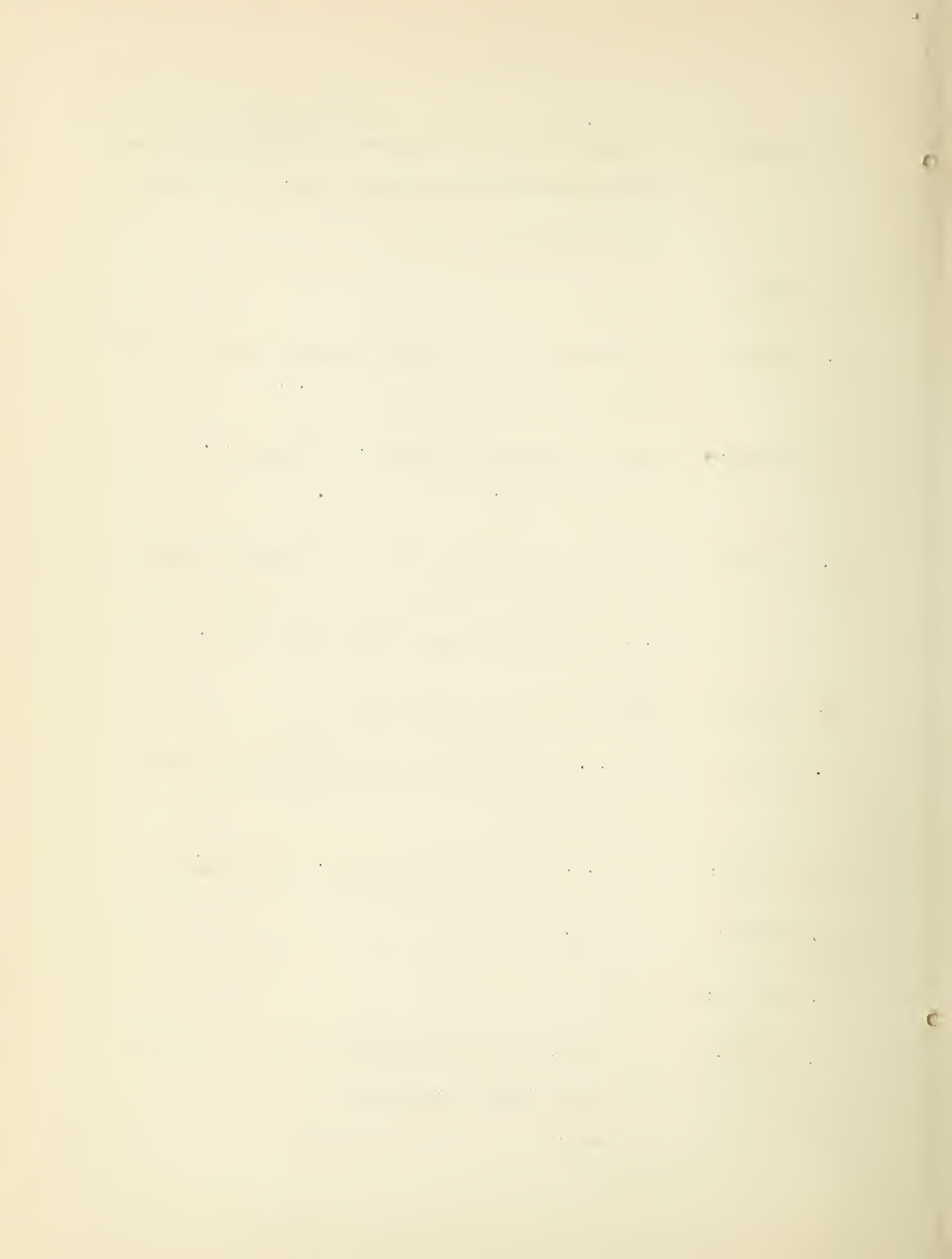
33. GUNNAR: I hope Mrs. Miles knows what to look for, Mrs. Freyman . . so she will get her money's worth.

34. FREYMAN: Or Mr. Miles will be mad.

35. GUNNAR: And rightly so, too.

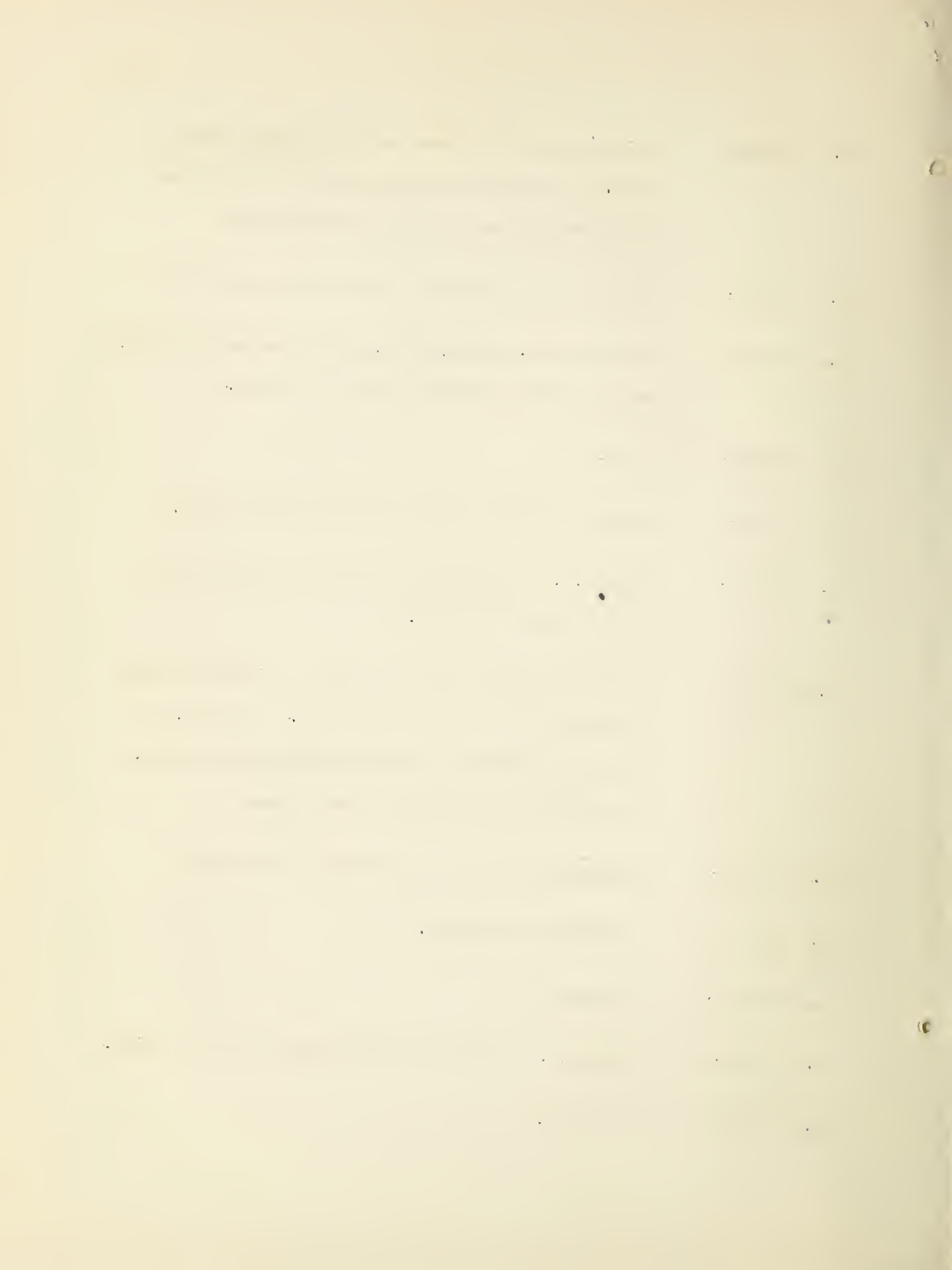
36. FREYMAN: Well, what are some of the things that will help her get her money's worth?

37. GUNNAR: I can't list all of them, but we do have one of our Consumer Tips cards on Women's Coats. I'll tell you more about it in a minute.
38. FREYMAN: Fine.
39. GUNNAR: Of course, one of the first things you should do is decide what type of coat you want . .
40. FREYMAN: You mean whether for sports . . or dress . . or for general use.
41. GUNNAR: That's it. And you should also decide what color will go best with the rest of your winter clothes . . and how many years it will have to last.
42. FREYMAN: All this before I start out?
43. GUNNAR: Yes . . you'll save yourself a lot of worry later if you do.
44. FREYMAN: Okay . . that's step number one. What's next?
45. GUNNAR: The tag.
46. FREYMAN: Tag?
47. GUNNAR: Or label. That should tell what kind of material the coat is made of, and how much of each kind is used.



48. FREYMAN: I see.
49. GUNNAR: And if it's a good label, it will also tell you facts about colorfastness and shrinkage, and whether the cloth will keep from wrinkling easily.
50. FREYMAN: And if all of that isn't on the label, how can I find out?
51. GUNNAR: All you can do is ask the clerk. Of course, naturally, you want to look at the material yourself . . . and compare lots of materials.
52. FREYMAN: That isn't very scientific. I mean, just looking at materials.
53. GUNNAR: I know. But until manufacturers and stores put really good labels on coats, you must buy very carefully.
54. FREYMAN: But how can I tell if a coat is made of good quality or poor quality wool, for instance?
55. GUNNAR: Sometimes you can by feeling the cloth. In a poor piece of wool, the fibers are short and uneven, and it feels harsh and boardy.
56. FREYMAN: What about the weave, Nancy?

57. GUNNAR: You'll get the best wear out of a closely woven cloth. And the best way to check that is to look at the wrong side as well as the right side.
58. FREYMAN: How does a good piece of closely woven wool feel?
59. GUNNAR: It has a soft, springy feel, and it doesn't give very much in either direction when you pull it.
60. FREYMAN: I see.
61. GUNNAR: Another important point to check is the lining.
62. FREYMAN: Oh yes . . the lining on my last coat gave out in only a couple of months.
63. GUNNAR: Well, the lining should be made out of good quality material, too, so it won't do that. And also, it should be preshrunk, and shouldn't wrinkle easily, and should be well sewed at the seams.
64. FREYMAN: Anything else about the lining I should know?
65. GUNNAR: It should be slippery.
66. FREYMAN: Slippery?
67. GUNNAR: Surely . . so the coat will slide on and off easily.
68. FREYMAN: Of course.



69. GUNNAR: And the color of the lining should harmonize with the rest of the coat.
70. FREYMAN: What about some hints on the way the coat is made, Nancy?
71. GUNNAR: Well, the material should be cut with the grain of the cloth . . and there should be wide seams . .
72. FREYMAN: That's so they won't pull out easily?
73. GUNNAR: Right. And another thing, the lining of the coat should be finished separately at the lower edge. That's so the coat will hang properly.
74. FREYMAN: Will your Consumer Tips card have all this information on it?
75. GUNNAR: Yes, and some more besides. , our announcer, will tell you how to get a copy in another couple of minutes.
76. FREYMAN: Thank you very much, Gunnar, for all your helpful information.
- And now, Nancy, as consumer reporter number two today, what do you have in store for us?
77. NANCY: All set, Mrs. Freyman, with my chef's hat and apron.

78. FREYMAN: With your what?

79. NANCY: Listen for a second and see. We're going to look in on our consumer family for a bit.

Mr. Miles has just come home from work. (FADE)

As he comes in the front door he starts to cough.

(PAUSE)

80. FATHER: (COUGHING) What . . . What . . . What's going on here? Where did all this smoke come from? (COUGHS) Gosh! It's awful. (COUGHING) Hey! Is there a fire?

81. BARBARA: (OFF MIKE) Is that you, Dad? Gee, I'm glad you're home.

82. FATHER: What's going on here? What's the matter, Barbara?

83. BARBARA: (COMING ON MIKE) Well gee, I don't know what happened, Dad. I was going to make some doughnuts for dinner. I got some cider this afternoon and I thought doughnuts and cider would be swell.

84. FATHER: Well, sounds like a good idea, but where's all this smoke coming from?

85. BARBARA: Well, I don't know, Dad. You see, I never tried to cook doughnuts before and I just put the pan with the fat in it on the fire, and then, all of a sudden it just started to smoke.

86. FATHER: (COUGHING AGAIN) Well, honey! You're not supposed to let the fat get that hot, I guess. Did you try to cook any doughnuts in it?

87. BARBARA: Yeah! But they didn't turn out very good. See. I did so want to surprise you and mother.

88. FATHER: Hrrrrrm! Well, I guess you'd better leave it until your mother comes home and tells you what you did wrong. I'm sure I don't know.

(PAUSE)

89. NANCY: Of course, Barbara was doing her first job of trying to fry doughnuts, so you can't really blame her very much if she didn't do it right.

90. FREYMAN: Well, I suppose one of the things she shouldn't have done, was to let the fat get so hot it smoked.

91. NANCY: That's right.

92. FREYMAN: But one of the things I never could figure out was how you tell when fat gets hot enough to cook in.

93. NANCY: One of the best ways to know for sure is to get a cooking thermometer. Then you always know exactly what temperature the fat is and can keep it at that temperature for different kinds of cooking.

94. FREYAN: Well, is it really bad for fat to smoke? I mean outside of getting the house all smoky.

95. NANCY: Yes, it is. You see when fat smokes, that shows that a chemical change has taken place. And it gives a less desirable flavor to the food being prepared.

96. FREYAN: I see.

97. NANCY: And on top of that, if you let the fat get smoking hot, it gets rancid more quickly, and you don't get as much use out of it.
98. FREYMAN: Nancy, what kind of fat was Barbara using to cook her doughnuts?
99. NANCY: Lard. But any fat will smoke if it gets hot enough.
100. FREYMAN: Lard? I have never had much luck using lard for deep fat frying.
101. NANCY: Well, the main thing is to get a high quality lard for deep fat frying. You see some fats smoke at a low temperature, others at a high temperature.
102. FREYMAN: Nancy, one trouble I have is that after I fry something in lard, it gets all full of crumbs and things . . .
103. NANCY: I know the remedy for that.
104. FREYMAN: Tell me, Nancy.
105. NANCY: It's very simple. First, let the lard cool. Then drop in a couple of slices of raw potato.
106. FREYMAN: Let it cool and put in a couple of slices of raw potato.
107. NANCY: Then turn the fire on and heat up the fat slowly.

108. FREYMAN: For how long?
109. NANCY: Until the potatoes are brown. Then strain the lard through a couple of thicknesses of cheesecloth into a can.
110. FREYMAN: Wait a minute. Heat the fat until the potatoes are brown . . then strain it through cheesecloth into a can.
111. NANCY: Right. Than, after the fat has cooled off, cover it tightly and put it in the refrigerator.
112. FREYMAN: Cover the can and put it in the refrigerator, after it is cool.
113. NANCY: That's the idea.
114. FREYMAN: Any other suggestions about lard, Nancy?
115. NANCY: Do you know the difference between lard and rendered pork fat?
116. FREYMAN: They both come from hogs or pigs, don't they?
117. NANCY: Yes, but last year the Department of Agriculture set up two new standards . . The one for lard says it must be made from the best fat in the hog.
118. FREYMAN: And what is the other kind . . rendered pork fat?

119. NANCY: That's made from other parts of the hog that aren't such top quality.

120. FREYMAN: If this rendered pork fat isn't the top quality, then it should sell for less.

121. NANCY: Yes, that's right, it should.

122. FREYMAN: There are lots more questions about lard I'd like to ask you, Nancy, but your time is about up.

123. NANCY: Well, if you'll write to us and ask for our Consumer Tips card on lard, you'll find all this information I've been giving you, and some more besides.

124. FREYMAN: That should be a very handy card to keep around the kitchen. I'd like to get a copy of it.

125. NANCY: , our announcer, will tell you all about it in another few minutes.

126. FREYMAN: That sounds fine to me. I want both of those Consumer Tips cards for my file. And now it's time to

127. SOUND: NOTE ON CHIMES

128. ANNOUNCER: THE CONSUMERS' HONOR ROLL!

129. GUNNAR: St. Louis, Missouri. Members of the St. Louis Consumers' Federation go on the Honor Roll today for their intelligent and persistent education of consumers in their buying problems.

For several years these consumers have been working together, trying to get penny milk for their school children, trying to get more milk to consumers at a price they could pay.

Last month, the Federation urged the milk industry, in a resolution, to put into practice all possible economies in the distribution of milk . . . meaning deliveries every other day, selling milk in large containers, and so on.

They have taken an active part in representing consumers at hearings on the milk question, and have done heroic work in helping consumers to speak for themselves.

For their active role in behalf of all consumers, the Consumers Federation of St. Louis, Missouri, gets Honor Roll mention today.

130. SOUND: NOTE ON CHIMES

131. FREYMAN: Thanks, Gunnar. Well, Mr. Montgomery, you seem to be all set to tell us something very interesting, or something.

132. MONTGOMERY: (MR. MONTGOMERY'S REMARKS)

133. FREYMAN: That was an interesting story, Mr. Montgomery.
And now, quickly, what do you two consumer
reporters have for next week's CONSUMER TIME?
134. HANCY: How to buy and roast a Turkey.
135. GUNTLAR: Facts about Carbon Monoxide gas.
136. FREYMAN: Turkeys and carbon monoxide gas for next week's
CONSUMER TIME. All right tell us about these free
Consumer Tips cards.
137. ANNOUNCER: Consumers, there's not very much that needs to be
told about these handy little three by five cards.
They're full of all kinds of information you need
to help you get your money's worth when you go
shopping . . . or to help you get the best service
out of a product.
- As you've already heard, these Consumer Tips are
free, and all you have to do to get your copies
is to send a penny post card to Consumers' Counsel,
Department of Agriculture, Washington, D. C.
Give us your name and address and the call letters
of the station to which you are listening. And
just ask for your free copies of Consumer Tips
on Lard, and Consumer Tips on Women's Coats.

(MORE)

Let me repeat that address for you . . .

Consumers' Counsel, Department of Agriculture,
Washington, D. C.

A penny postal is all you need, with your name
and address and the call letters of the station
over which you heard this program. Ask for
Consumer Tips on Lard, and Consumer Tips on Women's
Coats. They're free.

Tune in at this same time next week to another
program in this series . . . CONSUMER TIME, produced
by the Consumers' Counsel in the Department of
Agriculture, and presented in cooperation with
Defense and non-Defense agencies of the United
States Government working for consumers.

Heard on today's program were Evelyn Freyman,
Nancy Ordway, Nell Fleming, Frances Adams, Gunnar
Jagdmann, and Cy Briggs.

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